

MINNEAPOLIS ONE SORT COMMUNICATIONS PLAN



David Herberholz, Director
Solid Waste and Recycling Division
Minneapolis Department of Public Works



COMMUNICATIONS TEAM



- City of Minneapolis Public Works / Solid Waste and Recycling
- City of Minneapolis Communications
- City of Minneapolis Neighborhood and Community Relations
- Hennepin County Environmental Services
- IPL Inc.– Carts Manufacturing and Distribution
- Materials Processor – Waste Management
- MRI – Materials Refuse Inc.



IN MOLDED LABEL



Goal - Give Recycling Customers Clear Instructions about One Sort Recycling

Minneapolis Recycles!



612-673-2917

www.minneapolismn.gov/onesort



Rinse containers. Flatten boxes.
Paper: mail, magazines, newspaper, boxes and cardboard

Cartons: milk cartons, juice boxes and soup cartons

Plastic: bottles, jugs, cups, containers and lids

Glass: bottles and jars

Metal: cans

No trash.

No yard waste.



NEW RECYCLING CART



- IML – In Molded Label on Lid with Photos and QR Code
- 95/98 Gallon – 64/65 Gallon (limited)
- USA Sourced Resin
- Up to 20% recycled material in cart plastic
- Lid and Cart are Blue
- Hot Stamp on lid – “Stealing Recyclables Is Illegal” City Code of Ordinances, Section 255.670
- Hot Stamp on Side – Property of City of Minneapolis – Recycling Logo



Minneapolis Recycles!



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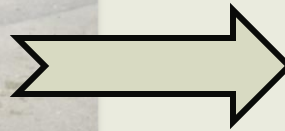
CART EXAMPLE



NEW TRUCK - LIFT



ALLEY PROFILE – BEFORE AND AFTER



Recycling Guide



Paper

- Mail, office and school papers
- Magazines and catalogs
- Newspapers and inserts
- Phone books
- Shredded paper in closed paper bags

Boxes:

- Cardboard
- Cereal and cracker boxes
- Shoe boxes, gift boxes and electronics boxes
- Toothpaste, medication and other toiletry boxes



Cartons

- Milk cartons
- Juice boxes
- Soup, broth and wine cartons



Glass

- Food and beverage bottles and jars



Plastic

Bottles & jugs:

- Water, soda and juice bottles
- Milk and juice jugs
- Ketchup and salad dressing bottles
- Dishwashing liquid bottles and detergent jugs
- Shampoo, soap and lotion bottles



Cups and containers:

- Yogurt, pudding and fruit cups
- Disposable cups and bowls
- Margarine, cottage cheese, and other containers
- Produce, deli and take out containers

Packaging:

- Clear packaging from toys and electronics

Metal

- Food and beverage cans



Don't recycle: Styrofoam™, plastic wrap, microwavable food trays, paper soiled with food, paper plates and towels, drinking glasses, dishes, mirrors and containers that held hazardous products.



City of Minneapolis
www.minneapolismn.gov/onesort
 612-673-2917



REFRIGERATOR MAGNETS



ONE SORT WEB PAGE



- New web site just for one sort
- www.minneapolismn.gov/onesort
- Provides frequent updates on project
- Downloadable information for consumers
- Multi language brochures
- Links to other pages on how to dispose of non-recyclables





OLD BINS

- Processor will accept old bins and recycle them.
- Customer's are encouraged to keep them for garage storage.



HOME MAILING BROCHURE – NOT FINAL VERSION



Minneapolis needs you to recycle

Benefits to you

- Feel good about helping your community and putting trash to good use.
- Save \$7 per month on your garbage bill.



Benefits to the environment

- Recycling is one of the easiest ways to protect the environment.
- Recycling saves energy and reduces greenhouse gas emissions.
- Recycling conserves vital natural resources such as trees and water.

Benefits to the economy

- Recycling collection and recycled-products manufacturing in Minnesota provide 53,000 jobs and \$6.4 billion gross economic activity annually.

How to recycle

Recycling is collected every other week on your garbage day.

Have your recycling to the curb by 7 a.m.

Recycling Calendar – Tuesdays

2012			2013		
Jul	12	26	Jan	10	14
Aug	9	23	Feb	7	21
Sep	7*	20	Mar	6	20
Oct	4	18	Apr	3	17
Nov	1	15	May	1	15
Dec	13	27	Jun	12	26
			Jul	10	24

*Changed to a Wed, due to holiday

Separate these items from your trash and place them in your new blue recycling cart. No sorting or paper bags required. Follow these guidelines:

Paper

Recycle:

- Mail, office and school papers
- Magazines and catalogs
- Newspaper and inserts
- Phone books
- Shredded paper in closed paper bags

Boxes:

- cardboard
- cereal and cracker boxes
- refrigerated food boxes
- shoe boxes, gift boxes, and electronics boxes
- toothpaste, medication and other toiletries boxes

NO: Pizza boxes, egg cartons or other paper soiled with food

Cartons

Recycle:

- Milk cartons
- Juice boxes
- Soup, broth and wine cartons.



Plastics

Recycle:

All plastic bottles, jugs and containers numbered 1 through 7. Rinse.

Bottles and jugs:

- Water, soda and juice bottles
- Milk and juice jugs
- Ketchup and salad dressing bottles
- Dishwashing liquid bottles and detergent jugs
- Shampoo, soap and lotion bottles

Cups and containers:

- Yogurt, pudding and fruit cups
- Disposable cups and bowls
- Margarine, cottage cheese, and other containers

Packaging:

- Clear packaging from toys and electronics

NO: Motor oil bottles or other bottles that held hazardous substances
Styrofoam™
Plastic bags



Metal

Recycle:

- Food and beverage cans
- Aluminum foil

NO:

- Paint cans
- Aerosol cans
- Containers that held hazardous products, such as paint thinner and automotive fluids



Glass

Recycle:

- Bottles and jars
- Rinse. Remove and throw away caps.

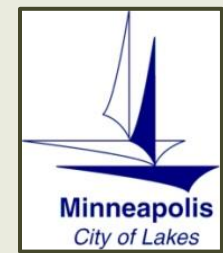
NO: Broken glass
Window glass



Batteries

Tape the positive (+) terminal of lithium ion batteries to prevent fires. Place in clear plastic bag and place on top of your recycling cart

NO: Automotive batteries



HOME MAILING BROCHURE – NOT FINAL VERSION – CART IS ALL BLUE

Minneapolis needs you to recycle

If you haven't been participating in recycling, now is the time to start. Recycling has never been easier. No more sorting your recycling. Just put all your recyclables into the large blue cart that you will receive.



Questions?

Call the City of Minneapolis Solid Waste and Recycling Office at 612-673-2917, or visit www.minneapolis.mn.gov/recycle

Deaf and hard-of-hearing persons may use a relay service to call 311 agents at 612-673-3000. TTY users may call 612-673-2157.

ATTENTION. If you want help translating this information, call 311

ATENCIÓN. Si desea recibir asistencia gratuita para traducir esta información, llame 612-673-2700

OGOW. Haddii aad dooneyso in lagaa kaalmeeyo tarjamadda macluumaadkani oo laeag la'aan wac 612-673-3500

CEEB TOOM. Yog koj xav tau kev pab b'xais cov xov no rau koj daub, hu 612-673-2800



You are in the
One-Sort Recycling Program
Route Here
34-707-02-12

No sorting!

Recycling
has never
been
easier



One-Sort
Recycling
Program



TRUCK SIGNAGE



Minneapolis Recycles



CITY OF MINNEAPOLIS COMMUNICATIONS



- Media Advisory
- Articles for Council Newsletters
- Rollout Event(s)
- News Release
- News on City Web Site
- Facebook and Twitter
- Informational Video – YouTube and City Web Sites
- Article in Minneapolis Matters
- On Hold Voice Mail Message
- 311 Scripting



A newsletter for City of Minneapolis Employees



CITY OF MINNEAPOLIS COMMUNICATIONS VIDEOS



- Four “Did You Know” Videos – English, Spanish, Somali and Hmong – goal is for November Roll Out
- One PSA creative spot for Spring to run on Comcast, You Tube, Channel 79 etc.



NEIGHBORHOOD AND COMMUNITY RELATIONS



- Targeted Outreach and Education to neighborhood organizations and to Non-English speakers – November 2012 through end of July 2013
- Translation of materials into Somali, Hmong and Spanish
- Work with Communications to translate videos.



Guía del reciclaje doméstico



Papel

- Correspondencia, papeles de oficina y de la escuela
- Revistas y catálogos
- Periódicos y suplementos
- Guías telefónicas
- Papel triturado en bolsas de papel cerradas



Cajas:

- cartón
- cajas de cereales y galletas
- cajas de zapatos, de regalos y de aparatos electrónicos
- cajas de pasta dental, de medicamentos y de otros productos de tocador

Cajas

- cajas de leche
- cajas de jugo
- cajas de sopa, caldo y vino



Metal

- Latas de alimentos y bebidas



Plástico

Botellas y jarras:

- botellas de agua, refrescos y jugo
- jarras de leche y de jugo
- botellas de ketchup y aderezos
- botellas y jarras de detergente
- botellas de champú, jabón y cremas



Envase y recipientes:

- envase de yogurt, cremas y frutas
- envase y bols desechables
- recipientes de margarina, queso cottage y otros
- recipientes de productos agrícolas y comidas para llevar

Material de embalaje:

- Envolturas transparentes de juguetes y aparatos electrónicos

Vidrio

- Frascos y jarras de alimentos y bebidas



No recicle: Artículos de poliestireno, envoltorios de plástico, bendejas de alimento de microonda, papel sucio de comida, platos y toallas de papel, vasos (utilizados para beber), platos, espejos y recipientes en los que se hayan puesto productos peligrosos.



Hennepin County
Environmental Services
612-348-3777
www.hennepin.us/recycling



PROJECT SCHEDULE



Core message: You start one sort when you get your blue cart.

Phase I – Fall 2012	10/29/12	12/7/12	Nov 5-9 (City)	Nov 12-16 (City)	Nov 19-21 (MRI)			
			15K	15K	10K			

Subject to change pending weather, manufacturing delay, equipment needs etc.

Phase II- Spring 2013	4/1/13	7/19/13	Apr	May	Jun	July	Approx 5K per week	
			Tent	20K	25K	25K		

Subject to change pending weather, manufacturing delay, equipment needs etc.





THANK YOU

For Questions about the Minneapolis One Sort
Project - Please contact
Michelle Chavez, Project Coordinator
Michelle.chavez@minneapolismn.gov
612-673-3564